



Placing people at the heart of climate action - the missing piece of the puzzle

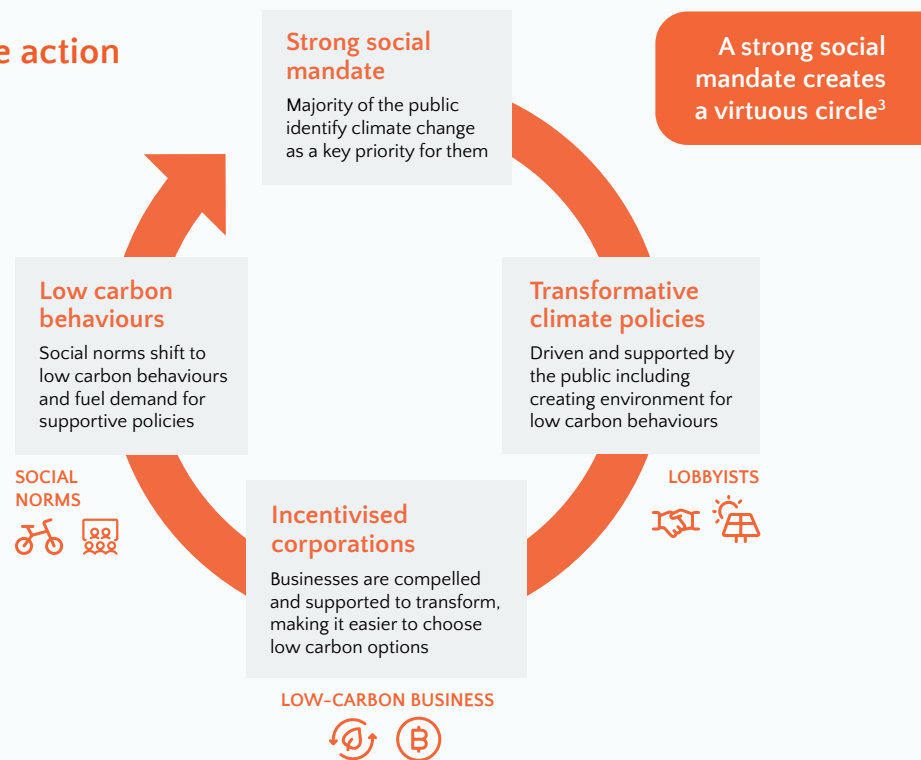
Photo: Raphael Pouget / Climate Visuals Countdown



People must be at the heart of addressing climate change – if not behaviours won't shift and climate policies will fail. Indeed globally nearly two-thirds of the energy reduction needed to reach net zero will require people to change their behaviours.¹ Examples around the world have shown that to succeed, climate policies require strong public buy-in.²

Building a social mandate for climate action is our mission at Climate Outreach.

With nearly two decades of evidence-based research and practical experience, our diverse team of social scientists and communications specialists know what good public engagement looks like, and how to do it. People need to see and create stories of climate change that resonate with their values and what they care about, and need to feel they can make a difference. We believe it is a human right to understand the causes and impacts of climate change, and to be a part of the solution.



How our work fits into the big picture



Mobilising understanding

We act as a bridge between academics and practitioners to develop evidence-based practical insights and tools for shifting cross-societal behaviours to deliver climate action.



Photo: Getty Images

"I have been so hugely excited by and enthused by Britain Talks Climate. I am 100% sure that it will be an incredibly powerful asset in my new role."

Caroline Holtum,
COP26 Communications Director

CASE STUDY

Britain Talks Climate

One of the most significant audience-insights projects released in the climate sector

Britain Talks Climate provides an evidence-based, shared and strategic understanding of the British public. It groups the UK population into seven distinct segments based on their core values (in partnership with More in Common). The toolkit allows practitioners to better navigate the tensions among different segments, and to engage through the beliefs and values that unite people.

- Meeting with key political actors including climate advisors to the UK Prime Minister's team, the Labour shadow BEIS Cabinet, the Scottish Government's climate change team and the Committee on Climate Change
- Delivering practical sessions with UK civil society organisations through our Climate Engagement Lab
- Receiving extensive media coverage from The Telegraph to The Guardian and The New York Times
- Beyond the UK, beginning similar projects with partners in Germany and soon in other countries

Motivating diverse communities

We help amplify voices that have traditionally been marginalised in the climate debate, supporting and learning from communicators and trusted messengers from around the world.

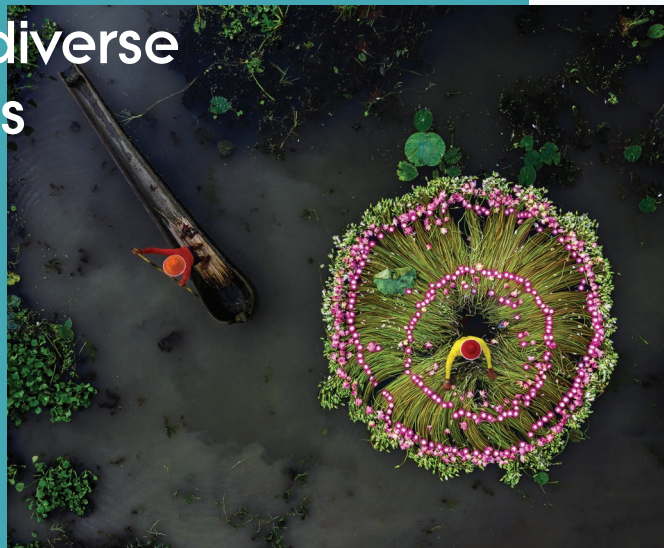


Photo: Shibasish Saha / Climate Visuals Countdown

"I'm elated to hear that my image has been selected! It took me a few days to really absorb. Taking these images has been very meaningful for me with many challenges and I'm grateful one of them will be part of a larger effort to help humanity tackle the climate crisis."

Aakash Dhingra,
Photographer

CASE STUDY

Climate Visuals

The world's only evidence-based climate change photography resource

Much of the way we understand the world is dominated by what we see and how it makes us feel - people need to see what climate change really looks like, both in terms of impacts and solutions. Based on international social research, our growing Climate Visuals image library hosts over 1,000 diverse and compelling images, both Creative Commons and rights-managed.

- Enabling photographers from around the world to have their images and stories featured prominently in some of the most influential negotiating spaces at COP26
- Providing free access to a new collection of 100 images for global editorial media, educators and campaigners to help tell diverse and impactful climate stories
- Shifting the visual language of climate change in editorial media such as The Economist and The Guardian, and supporting campaigns worldwide

Promoting informed public engagement

We promote the centrality of people-based approaches to decision-makers such as government, public bodies, funders and civil society, as well as challenge common assumptions.



Photo: Katrin Braumann / French Citizens' Convention for Climate

"I'm very grateful for the insights that Climate Outreach are drawing from their research. It's research that's bringing understanding of the subtleties of tribal orthodoxies on climate."

Bob Inglis,
Former US Representative for South Carolina's 4th Congressional District and founder of RepublicEn

CASE STUDY

Climate Engagement Initiative

A new programme to strengthen governments' commitment to public engagement

The Climate Engagement Initiative works with governments to strengthen their commitment to engaging with their citizens in ways that are meaningful, inclusive, two-way, and values-driven. The Initiative aims to ensure this approach becomes commonplace within policy-making circles.

- Co-hosting the flagship public engagement event at COP26 with the UK Presidency for COP26 on 5 November, titled "The Power of Public Engagement for Harnessing Climate Action: stories and lessons of empowerment from around the world"
- Working with multiple governments to strengthen national and international processes
- Developing methodologies with civil society partners to track how effectively governments are implementing public engagement strategies

Join us

We advise and work alongside organisations to drive more effective public engagement with climate initiatives, and we build long-term relationships with the individuals, trusts and foundations who want to work with us to achieve this mission.

Drawing on the skills of our international multidisciplinary team, a robust social science evidence base and nearly two decades of practical experience, we offer a suite of bespoke services for international bodies, government, academics, media and climate advocates.

If you're interested
in collaborating,
please get in touch.



Photo: Carmel King / Climate Outreach



WORLD-LEADING AUDIENCE RESEARCH



STRATEGIC COMMUNICATIONS ADVICE



PRACTICAL SUPPORT FOR REACHING
NEW AUDIENCES

@ info@climateoutreach.org
🏠 www.climateoutreach.org
☎ +44 (0) 1865 403 334

🐦 @ClimateOutreach
📘 Climate Outreach
📺 Climate Outreach

✉ The Old Music Hall
106-108 Cowley Road
Oxford OX4 1JE, UK

Some of our partners and clients



United Nations
Framework Convention on
Climate Change

ipcc
INTERGOVERNMENTAL PANEL ON climate change
Working Group I (WGI) - The Physical Science Basis



European
Climate
Foundation



National
Trust



COUNTDOWN

BBC



IKEA Foundation



THE WORLD BANK



References

¹ <https://www.aceee.org/blog-post/2021/06/iea-behavior-change-critical-reaching-net-zero-energy>

² <https://www.bbc.co.uk/news/world-europe-48059063>

³ <https://climateoutreach.org/about-us/theory-of-change>

Produced by Léane de Laigue & designed by www.explorecommunications.ca

Climate Outreach is a charitable company, limited by guarantee, founded in 2004 to increase public understanding and awareness of climate change. Climate Outreach Information Network is now trading as 'Climate Outreach': charity registration number 1123315, company number is 06459313, registered in England and Wales.